



MARKET

Lubrex FZC, a globally recognised leader in lubricant manufacturing, has earned a reputation for quality, innovation, and operational excellence. Headquartered in the Hamriyah Free Zone, Sharjah, UAE, Lubrex was founded in 2005 to provide high-performance lubricants that meet the evolving needs of a global clientele.

The brand has established itself as a symbol of quality, offering products and solutions across both the automotive and industrial sectors. Today, Lubrex enjoys the prestigious status of Superbrands and boasts ten associated brands authorised to use the Superbrands seal, further reinforcing its leadership in the market.

Global Expansion and Market Reach

Since its founding, Lubrex has experienced rapid growth, expanding its operations and product offerings both regionally and globally. Today, its products are available in over 86 countries, and it has gained the trust of renowned automotive manufacturers such as BMW, Mercedes-Benz, and Volvo. Lubrex's commitment to quality and customer satisfaction has earned over twenty prestigious OEM approvals, reinforcing its position as a trusted name in the lubricant industry.

To fuel its global expansion, Lubrex has made significant investments in production facilities, R&D, and strategic partnerships. The company's focus on innovation and sustainable products has enabled it to not only meet the growing demand for lubricants but also stay ahead of the competition in an increasingly dynamic market. As a result, Lubrex has become a key player in the global lubricant industry, driving growth through investments in R&D, technological advancements, and market expansion.

ACHIEVEMENTS

Lubrex FZC has earned several prestigious certifications, demonstrating its commitment to maintaining the highest quality and operational standards. The company is ISO-certified in several key areas, including:

- ISO 9001:2015 for Quality Management Systems (QMS) for both base oil and lubricants.
- ISO 14001:2015 for Environmental Management, ensuring compliance with international environmental standards.
- ISO 45001:2018 for Occupational Health and Safety Management Systems, ensuring employee and stakeholder well-being.
- ISO 17025 for testing and calibration laboratories, ensuring precise product testing.
- Lubrex also complies with REACH (Registration, Evaluation, Authorisation, and Restriction of Chemicals) regulations, underscoring its commitment to safety, health, and environmental responsibility. These certifications, along with Lubrex's pursuit of technological advancements, highlight the company's dedication to maintaining top-quality standards.

- In 2024, Lubrex reached a technological milestone by integrating an AI-driven, fully automated drum filling line, making it one of the first UAE-based lubricant companies to do so. This innovation has enhanced production precision, efficiency, and scalability, solidifying Lubrex's leadership in lubricant manufacturing.

HISTORY

Lubrex's journey has been marked by several significant milestones, demonstrating its commitment to growth and innovation. By 2007,

the company had already increased its production capacity to 90 million litres per year, paving the way for regional and global expansion. In 2015, Lubrex opened a new facility with a 5,600-square-metre warehouse, greatly enhancing production volume and efficiency.

In 2017, the company integrated automated batch blending systems and advanced plastic packaging lines, improving production speed and consistency. Lubrex's continued commitment to innovation was showcased in 2018 with the implementation of robotic palletisation, further improving operational efficiency. In 2019, Lubrex expanded its presence with the opening of a mainland UAE facility, followed by the establishment of a grease production plant in 2021, capable of producing 15,000 metric tons of grease annually.

In 2024, Lubrex integrated an AI-driven, fully automated drum filling line capable of producing 250,000 litres per day, significantly boosting production efficiency. The company added nine new ABB units and expanded its warehousing capacity to accommodate a projected annual production of 140 million litres.

Lubrex's commitment to innovation extends beyond technological advancements to its sustainability efforts. The company actively works to reduce its environmental impact through the development of eco-friendly products and practices. One such innovation is the development of low SAPS lubricants, designed to meet increasingly stringent global environmental regulations while maintaining high performance.

Lubrex has also expanded its product range to include specialised lubricants using PAO (Polyalphaolefin) technology, engineered for



high-performance racing series. These advanced formulations demonstrate the company's ability to meet the demands of both everyday users and motorsport teams.

Lubrex's sustainability initiatives extend beyond product development. The company has invested in energy-efficient technologies and temperature-controlled warehousing to ensure optimal storage conditions year-round. By embracing sustainability at every level of its operations, Lubrex positions itself as a forward-thinking, environmentally responsible brand.

PRODUCTS

Lubrex FZC is at the forefront of the lubricant manufacturing industry, offering a diverse range of products for various sectors, including automotive, marine, industrial, and heavy-duty applications. Its extensive product portfolio includes automotive engine oils for passenger cars, heavy-duty vehicles, and motorcycles, along with specialised lubricants such as gear oils, hydraulic oils, greases, transmission fluids, industrial oils, coolants, and brake fluids.

The company formulates its products using high-quality mineral and virgin base oils, enhanced with advanced additives designed to meet and often exceed global industry standards. These standards include API (American Petroleum Institute), ACEA (European Automobile Manufacturers Association), JASO (Japanese Automotive Standards Organisation), and various OEM (Original Equipment Manufacturer) specifications. Lubrex's lubricants are engineered for enhanced performance, efficiency, and durability, providing optimal protection for engines and machinery across a wide range of applications.

Lubrex's commitment to innovation is evident in its continuous research and development (R&D) efforts. The company develops products to meet the specific needs of different market segments, catering to both premium and value-driven consumers. Furthermore, Lubrex has strategically positioned its products across various geographical markets, ensuring that it serves not only individual vehicle owners but also large commercial fleets, construction and mining companies, industrial enterprises, marine operators, and OEMs.

PROMOTION

Lubrex has formed strategic partnerships with regional distributors across Africa, Asia, America and Europe, strengthening its global distribution network. These partnerships ensure that Lubrex's products are readily available to customers worldwide.

The company maintains a strong presence at major international exhibitions and industry events. Lubrex is an active participant in events like MIMS, Lubricant Expo Germany, BOLAT, WAAS and Automechanika. These events provide Lubrex with the opportunity to showcase its products, engage with industry professionals, and increase brand recognition in key markets.

BRAND VALUES

The lubricant industry faces challenges such as market fluctuations, raw material price volatility and stringent environmental regulations. However, Lubrex has demonstrated resilience by embracing innovation, automation, and sustainability. Through ongoing investments in R&D and operational efficiency, Lubrex has remained a leader in the industry, consistently meeting the evolving needs of its customers and regulatory bodies.

At the heart of Lubrex's identity are its values: uncompromising quality, customer-centric innovation, environmental stewardship, and trust. These values are reflected in the company's logo, which symbolises fluidity, reliability, and modernity. Lubrex's dedication to providing high-performance



products that ensure protection, reliability, and peace of mind has earned it the trust of customers and partners worldwide.

Lubrex FZC's journey from a regional lubricant manufacturer to a global industry leader is a testament to its unwavering commitment to innovation, quality, and customer satisfaction. Through strategic investments in technology, sustainability and global partnerships, the company has positioned itself as a forward-thinking brand that is prepared to face the challenges of the future. With a focus on product innovation, environmental responsibility, and operational excellence, Lubrex continues to lead the way in the lubricant manufacturing industry. In line with evolving automotive trends, Lubrex has introduced a dedicated range of lubricants and specialised fluids for electric vehicles (EVs), supporting the global transition to sustainable mobility and reinforcing its role as a future-ready, environmentally conscious manufacturer.

THINGS YOU DIDN'T KNOW ABOUT LUBREX

- Lubrex products are used by some of the world's toughest motorsport teams, proving their durability under extreme conditions.
- The brand operates one of the Middle East's most technologically advanced lubricant blending facilities.
- Lubrex's state-of-the-art AI systems can fill and seal 250,000 litres daily with minimal human intervention.
- Over 30 varieties of specialised greases have been developed for applications ranging from food-grade machinery to heavy-duty industrial use.
- A temperature-controlled warehouse that ensures optimal storage conditions year-round and provides a comfortable work environment for the staff.
- Lubrex has earned more than 60 API and OEM certifications, validating its commitment to quality and safety.
- The company operates one of the most advanced laboratories for R&D in the industry.
- Lubrex FZC and its ten associated brands are authorised to use the prestigious Superbrands seal, affirming their status as leaders in the industry.
- The Lubrex Laboratory is ISO/IEC 17025 Certified. As only a few lubricant companies in the region hold this prestigious accreditation, Lubrex's in-house lab meets international standards for testing competence and quality, ensuring highly reliable and accurate analysis.

